Comcast Banner Specs

XFINITY.com Available Display Ad Units

Ad Product	Dimensions	Rich Media	Max Initial File Size	Maximum Duration
300 x 250 Banner	300 x 250 pixels	Yes	40 KB Max	15 seconds
728 x 90 Banner	728 x 90 pixels	Yes	40 KB Max	15 seconds
160 x 600 Banner	160 x 600 pixels	Yes	40 KB Max	15 seconds
300 x 600 Banner*	300 x 600 Pixels	Yes	60 KB Max	15 seconds
In Mail Text Link	15 characters top 15 characters bottom 25 x 25 pixel icon (required)	N/A	2 KB Max (icon)	N/A

* Sign In page only

Custom Placements

Custom placements are available on News, Sports, Local, and Entertainment channels as Sponsorships only.
Pushdown unit is available on Home only.

Ad Product	Dimensions	Rich Media	Max Initial File Size	Maximum Duration
Skinned Rails*	1280 x 1024 Pixels 1000 x 60 Pixels	No	60 KB Max 40 KB Max	N/A
Pushdown Unit**	954 x 60 (closed) 954 x 250 (open)	Yes	40 KB Max (closed) 100 KB Max (open)	15 seconds
Sign In Page Takeover***	1400 x 800 Pixels	No	100 KB Max	N/A

* See page 6 for more detail about Skinned Rails. (Skinned Rails must be sold with 300 x 250 and 728 x 90 banners)
If Skinned Rails are not included, Backpage Standard Sponsorhips must be sold with both the 300 x 250 and 728 x 90 banners
** See Page 7 for more detail about the Pushdown Unit
*** See Page 8 for more detail about the Sign In Takeover dimensions

XFINITY.com Pre-Roll Specs

Ad Product	Dimensions	File Types	Max File Size	Video & Animation
Video Pre-Roll	640 x 480 Pixels (4:3) 640 x 360 Pixels (16:9)	.flv, .avi, .mpeg, .mov, .wmv, VAST*	2 MB (2048kb)	15 to 30 seconds, no loops
Companion Banner	1000 x 90 Pixels	Static jpeg or gif	40 KB	None
Companion Banner**	300 x 250 Pixels	Static jpeg or gif	40 KB	None

VIDEO: All black bars must be cropped out. 24 fps or 29.97 fps, Please de-interlace method: 2-Pass VBR
AUDIO: MAX PEAK at -3dB, Avg between -18dB and -6dB

* Please allow 3-5 days for testing of all new VAST creatives
** Optional ad unit, only available if running Run of Xfinity (ROX)

Comcast Banner Specs

CDE Available Ad Units

Ad Product	Dimensions	Rich Media	Max Initial File Size	Maximum Duration
300 x 250 Banner	300 x 250 Pixels	Yes	40 KB Max	15 seconds
728 x 90 Banner	728 x 90 Pixels	Yes	40 KB Max	15 seconds
160 x 600 Banner	160 x 600 Pixels	Yes	40 KB Max	15 seconds

Ad Product Availability

	300 x 250	728 x 90	160 x 600	300 x 600	Text Link	Skinned Rail	954 x 60 Push Down	Full Screen Takeover
Home	●						●	
Sign In	●			●				●
Entertainment	●	●				●		
Finance	●	●						
News	●	●				●		
Sports	●	●				●		
Mail	●		●		●			
Local	●	●				●		
CDE	●	●	●					

Comcast Banner Specs

In order to reduce the number of revisions and to ensure that banners are posted on schedule, please follow the guidelines below for all banner creatives. Banners cannot be posted until all of the requirements below have been met.

Static Image and Animated GIF Requirements

Banner Requirements:

There is a strict 40 KB file size limitation. (For compression help, see page 6.)
Ad unit content must be clearly distinguishable from normal webpage content (i.e. ad unit must have clearly defined borders and not.be confused with normal page content)

Animation:

Animated GIFs may not animate longer than 15 seconds .

Adobe Flash File Requirements

Banner Requirements:

There is a strict 40 KB file size limitation. (For compression help, see page 7.)
Ad unit content must be clearly distinguishable from normal webpage content (i.e. ad unit must have clearly defined borders and not be confused with normal page content)

Static Image:

All Flash banners for all products must be accompanied by static JPEG or GIF with a maximum file size of 40 KB.

Animation:

Your SWF may not animate longer than 15 seconds .

Version:

We recommend exporting for Flash Player 6 as it is compatible with most end users, but we can accept up to Flash Player 10.

Click-Thru:

Information concerning Click-Thru functionality and the procedure for setting up proper click tags is covered in the Click-Thru Tutorial on page 8.

Background:

Do not leave the background transparent. Every banner must have a physical background layer containing a Flash object that is the color you would like to appear. Without the background layer, the banner background will take on the color of the page on which it resides.

Comcast Banner Specs

Third Party Creative Requirements

All campaigns being hosted through a third party that run on the Sign In Page (part of ROS) must be hosted from a secure server using secure ad tags

If option is available, please provide Javascript ad tag format from an approved Rich Media vendor.

Approved Rich Media Vendors

XFINITY.com and VLAN

- Ad4Ever
- AdCentric
- Adform
- Adinterax
- Adition
- Adlegend
- Admeta
- Adtech
- AdvertPRO
- Atlas DMT
- Bluestreak
- CheckM8
- Clipstream
- DoubleClick
- Dynamic Logic
- Enliven
- Eyeblaster
- Eyereturn
- Eyewonder
- Google
- Interpolls
- Kaon
- Klipmart
- Liquidus
- Mediaplex
- Mediatronica
- Mixpo
- Poindexter
- Pointroll
- TangoZebra
- Unicast
- United Virtualities
- Valueclick
- Vendaria
- Viewpoint
- Zedo

CDE

- Doubleclick/Motif
- Atlas
- Pointroll
- Eyeblaster
- Eyewonder
- Mixpo
- Liquidus
- Unicast
- Interpolls

In Banner Video

Banner Requirements

Available Ad Size: 300 x 250 pixels, 300 x 600 pixels
Images for Slideshows: JPG, BMP, and GIF
Repurposed Video: WMV, AVI, MP4, FLV, and MOV

Animation Requirements

Length: 15-30 seconds

All audio and video must be user initiated - on click or mouse over. No autoplay.
Mouse over ads need to include both "Roll Over to Play" graphic and player controls.

Comcast Banner Specs

Approved Expandable Rich Media Vendors

XFINITY.com

Atlas	Eyeblaster	Liquidus	Pointroll**
DART/Doubleclick	Eyewonder	Mixpo**	Mediaplex

* Any vendors outside this list will require additional time for testing as Comcast utilizes an iFrame ad tag on XFINITY.com home page.

** 160x600 expandable is only available when hosted through Mixpo or Pointroll

Expandable Banners

300 x 250 Ad Size

Available on: XFINITY.com, CDE
Initial Panel: 300 x 250 pixels
Expanded Panel: 560 x 300 pixels
Expand Direction: Left only.

Initial Panel: 40 KB max file weight
Expanded Panel: 60 KB max file weight
Alternate Image: 30 KB max file weight

728 x 90 Ad Size

Available on: CDE
Initial Panel: 728 x 90 pixels
Expanded Panel: 728 x 270 pixels
Expand Direction: Down only.

160 x 600 Ad Size

Available on: XFINITY.com, CDE
Initial Panel: 160 x 600 pixels
Expanded Panel: 300 x 600 pixels
Expand Direction: Left only.

Expanding

The action that causes the banner to expand must cause the banner to retract as well. Hot Spot not to exceed 1/4 size of original ad (collapsed size). Only initiated when cursor rests on hotspot for at least 1-sec. Must NOT initiate audio.

Mouse Over / Mouse Off: When a user passes a mouse over the creative, the panel expands; the panel retracts when the mouse is removed.

Click Open / Click Close: The creative can be set to expand with user click; the panel retracts when the user clicks a clearly marked close button.

Availability

Expandables can run on all sections of XFINITY.com
Expandables on CDE are limited to the following sites : Fandango, Movies.com, EOnline, MyStyle, and Television without Pity.

Format

Expandables must be created by an approved Rich Media vendor. (See list of approved Rich Media Vendors above.)

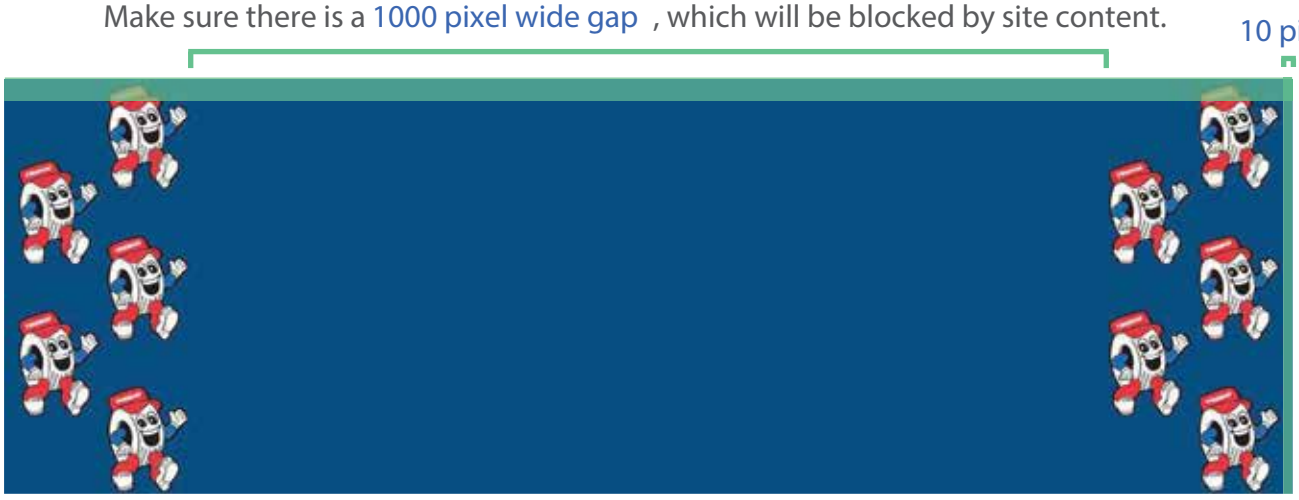
Comcast Banner Specs

Skinned Rail Specifications

Skinned Rails are ad products with the dimension 1280 x 1024 pixels with a 60 KB maximum file size (JPG only). The 1280x1024 Skinned Rails are not clickable.

Skinned rails and the 1000 x 60 banner ad are always sold together. The 1000x60 banner ad (JPG or GIF only), must have a maximum file size of 40KB and may not animate longer than 15 seconds.

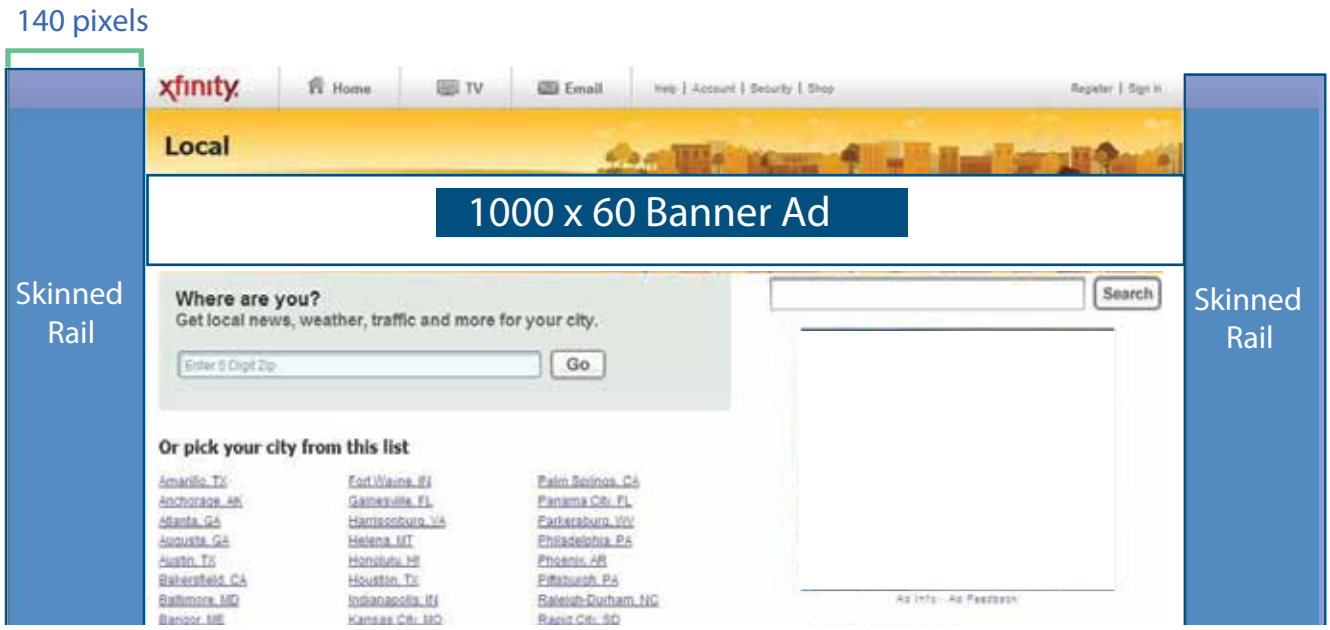
Make sure there is a 1000 pixel wide gap , which will be blocked by site content.



140 pixels will show on each side.

* Please note that any content within the top 40 pixels and right 10 pixels will be covered by the site top border and scrollbar.
There should not be any call to action or images in the bottom 224 pixels because it will be cut off on a smaller monitor resolution.

Example of Skinned Rails:



Comcast Banner Specs

Pushdown Unit

Pushdown units are an ad product with the dimension 954 x 60 pixels expanding to 954 x 250 pixels.

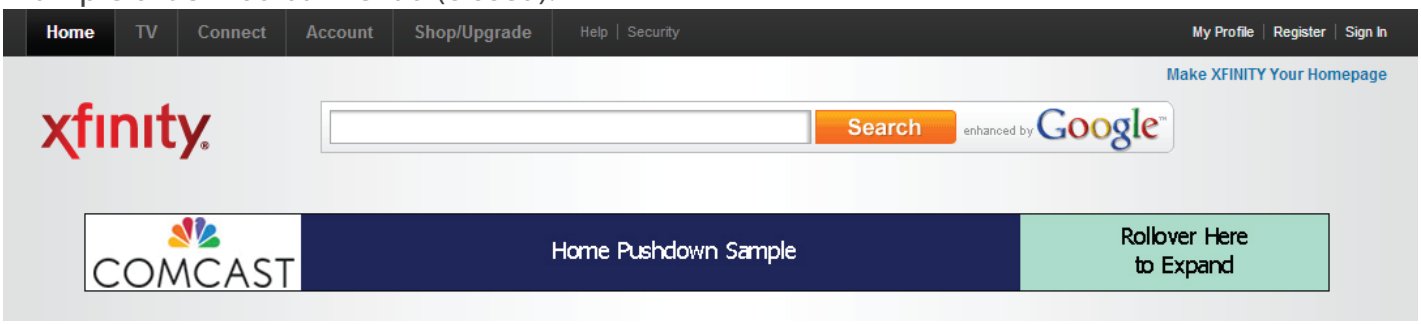
Pushdown units and the 300x250 banner ad are always sold together. The 954x60 closed banner ad must have a maximum file size of 40 KB and the 954x250 open banner ad must have a maximum file size of 100 KB. Units may not animate longer than 15 seconds.

3rd party tags are preferred for Pushdown units and would only need 1 tag for the ad. You may also use static, animated, or flash files, but would need 2 separate files (one for the 954x60 ad and one for the 954x250 ad).

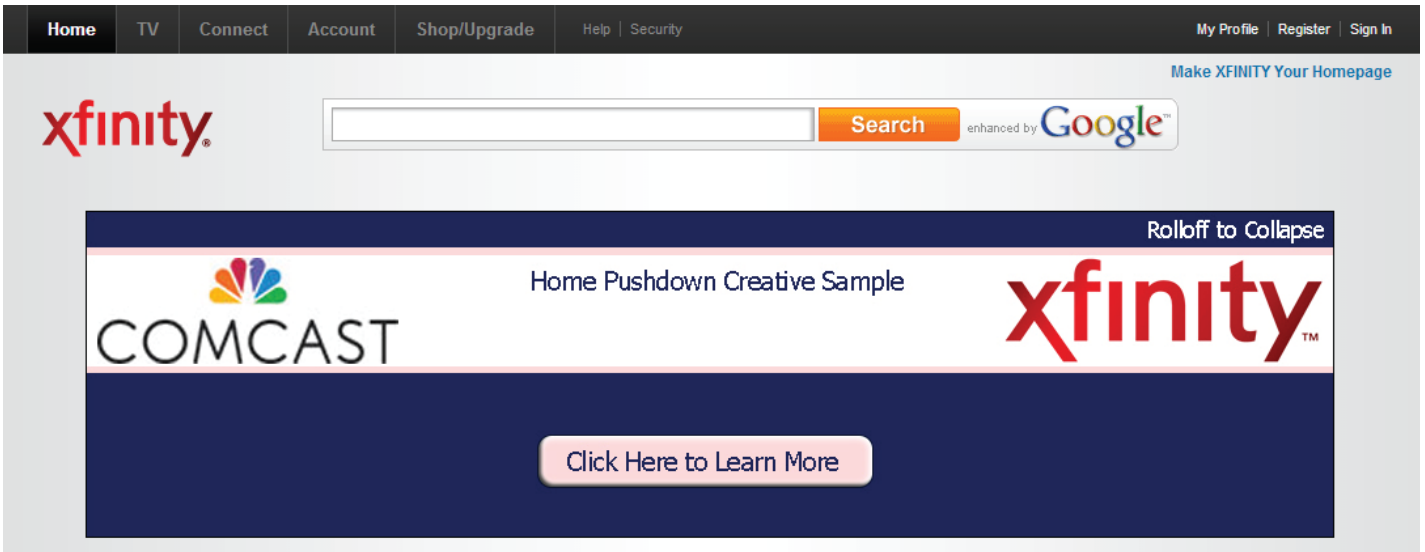
Expansion must be user initiated through Rollover or Click to Expand functionality. If not served through 3rd party, creative will be limited to 'Rollover to Expand' functionality only.

There must be a 1-second hover delay before unit expands down. Also, due to IAB standards, the ad must have only a 25% hot spot to trigger expansion. (For image and Flash files this will be implemented internally. For 3rd party tags, this must be implemented through the tag.)
Appropriate call to action should be included within the 25% hotspot area.

Example of 954x60 banner ad (closed):



Example of 954x250 banner ad (open):

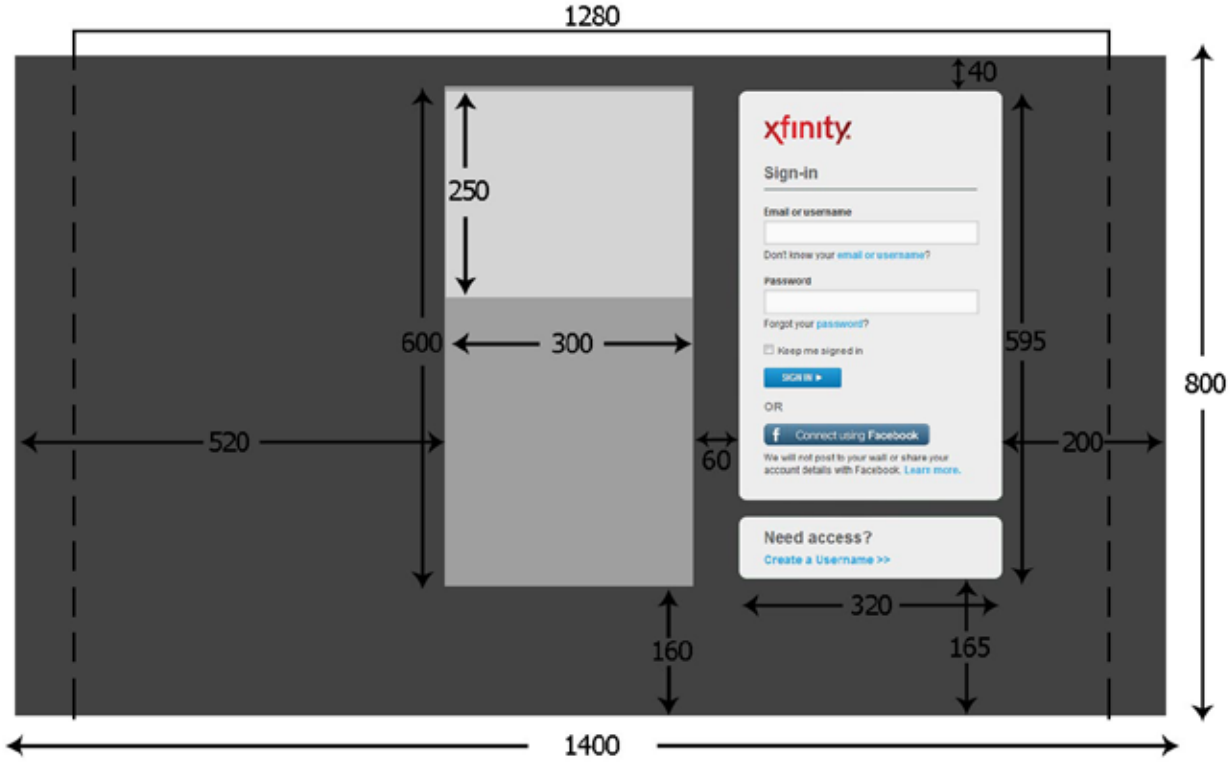


Comcast Banner Specs

Sign-in Takeover Specs (in pixels)

The Sign-in Takeover is an ad product served as one single static image and is available only on the sign-in page. A Mixpo 300x250 or 300x600 non expandable banner can be substituted for clickable area. Please see page 4 for IBV specs.

Dimension: 1400 x 800
File Size: 100KB MAX
Accepted File Types: Static .JPEG or .GIF (Background image cannot be 3rd party served)
Actionable Area: 300 x 600 Pixels



Designer Notes: The graphic will be centered on the page and could get cut off depending on screen resolution.
*PSD Template with wire frame dimensions available upon request to assist with production.

Overall Positioning

Ad should be clear, simple, and sophisticated
Ad elements should have a visual hierarchy
Normal colors are preferred. no neon/vibrating colors
Less elements, more impact
Recommended all important elements be kept in 1280x600 resolution, to not be cut off at smaller resolutions.

Image & Background

Small logo, product, or lifestyle illustration and/or photo is recommended.
All photos should be professional, clear, and appropriate to the message of the ad.
Collage style not preferred.

Text Format

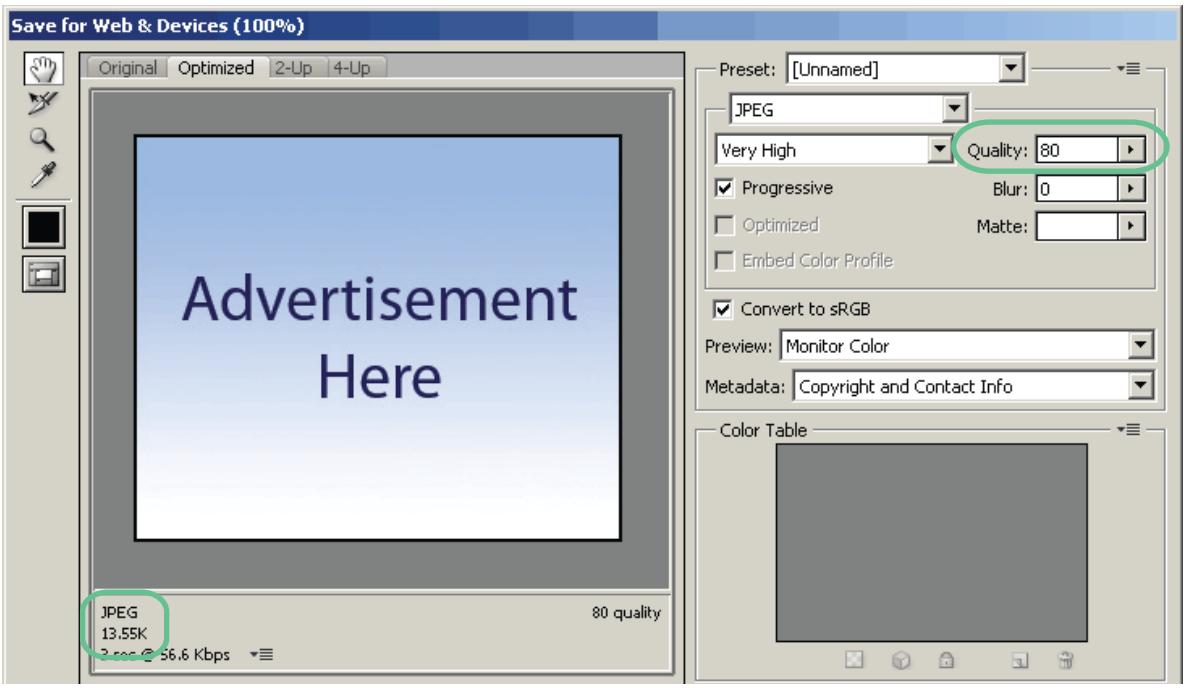
Use of standard fonts recommended
No Photoshop effects/filters on type
Text should be no more than 5 visible lines of copy
No text under 9pt nor over 50pt and no vertical type

Comcast Banner Specs

Static Image Compression

In order to efficiently host creative advertisements on various Comcast sites, all creative content is restricted to a 40 KB file size limit. This low file size allows our advertisements to load very quickly so that they do not interfere with the end user's experience or add load time to the site itself.

Open your completed banner in Adobe Photoshop. Go to File > Save for Web and Devices .



Use the drop down menu near the top right and select JPEG or GIF . Use the file format that will give you the highest quality at the smallest file size.

When the ad is text heavy, choose GIF.
When the ad is graphic heavy or has gradients, choose JPEG.

If you have a mix of text and graphics or are not sure, default to JPEG.

Adjust the Quality slider on the right while watching your image's file size in the bottom left.

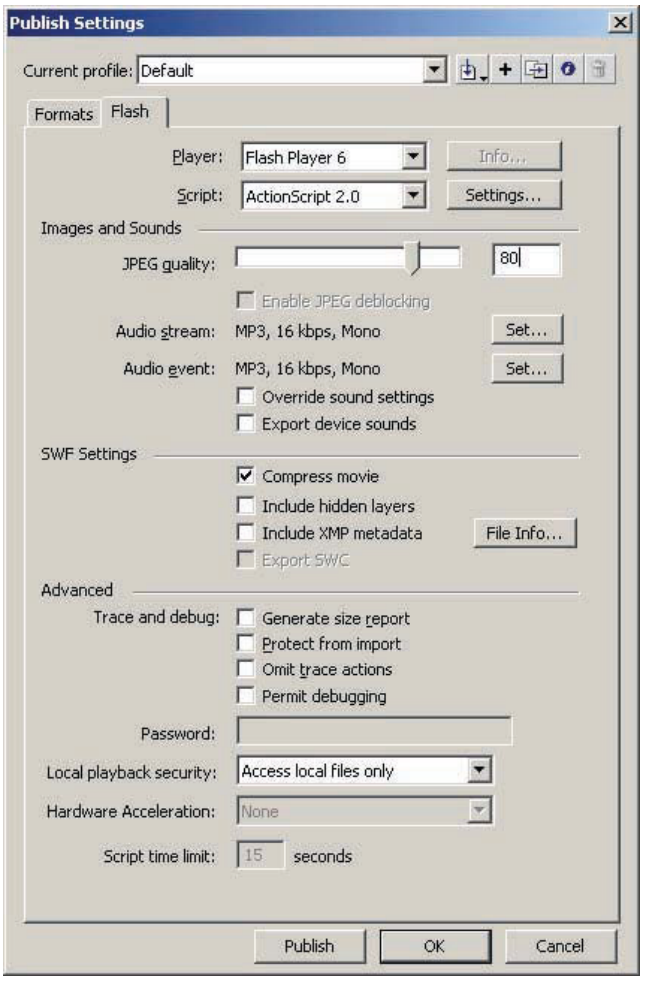
Once you are satisfied with the level of quality your image is displaying AND are within the 40 KB limit, click the Save button.

You have successfully compressed your banner ad!

Comcast Banner Specs

Flash Banner Compression

In order to efficiently host creative advertisements on various Comcast sites, all creative content is restricted to a 40 KB maximum file size limit. This low file size allows our advertisements to load very quickly so that they do not interfere with the end user's experience or add load time to the site itself.

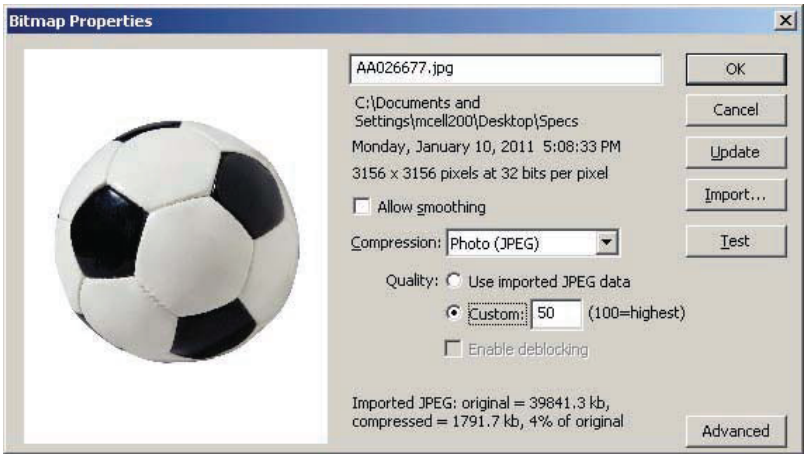


Open your complete Flash banner FLA file, then go to File > Publish Settings .

On the Flash tab, make sure the Compress Movie box is checked under SWF Settings.

Next, adjust the JPEG quality slider under Images and Sounds. The higher the JPEG quality, the larger the file size will be. Continue to adjust the JPEG quality, publishing SWFs, and checking the file size of the SWFs until the quality is a high as possible while the file size is under 40 KB.

Please also note that using unique fonts can increase file sizes. Changing fonts may help you save space.



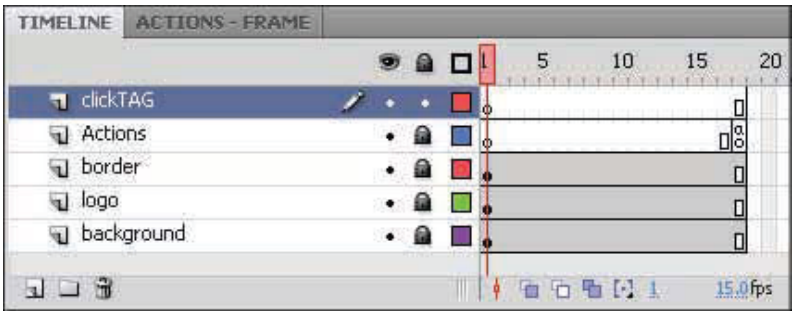
If you want to adjust the quality of specific pictures in your Flash file, right click on the name of the picture in the Library, then click Properties.

Set the Compression to Photo (JPEG) and Quality to Custom . Adjust the Quality as needed.

Comcast Banner Specs

Flash Click-Thru

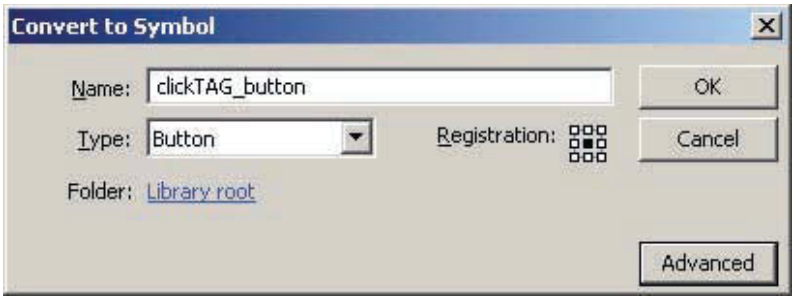
Note: These instructions are for ActionScript 2.0 and 3.0.



After completing your Flash banner ad, create a new layer above the rest. Name this layer clickTAG .

Select the first frame on the clickTAG layer.

Draw a rectangle over the entire banner - any color fill, no stroke or outline.



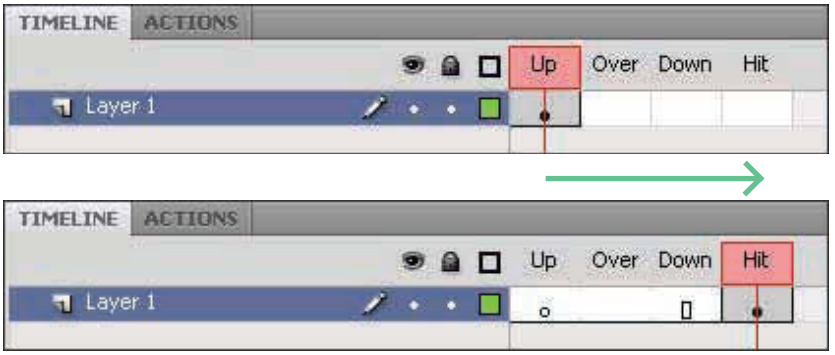
Right click on the rectangle you just drew, then click Convert to Symbol... .

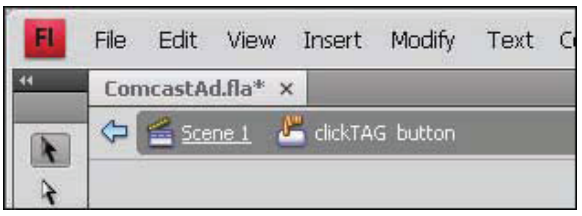
Name the new symbol clickTAG_button and set the Type to Button .

Click OK . You will now see your button listed in your Library.

Double click on the rectangle which you just converted into a button. This will bring you into the button's timeline, where you will see Up, Over, Run, and Hit rather than numbers.

Drag the key that is on the Up frame to the Hit frame. This will make the entire area of the rectangle the Hit area, or the clickable area. Now that there is nothing on the Up, Over, and Down states, the button will be transparent.





Once you have successfully set your banner's Hit area, click Scene 1 in the top left corner to return to your main timeline.

continued on the next page...

Comcast Banner Specs

Flash Click-Thru (continued)

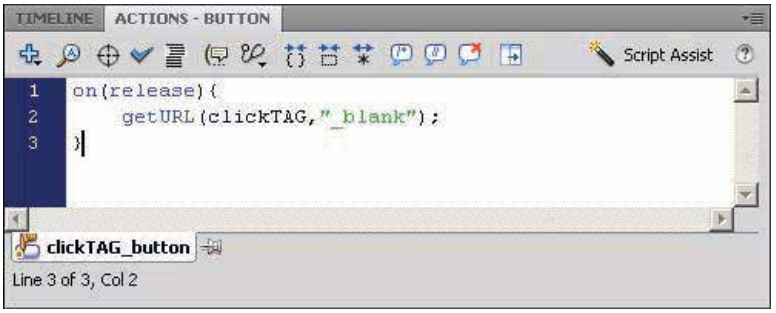
You should now be back in the main timeline.

The button should now be a transparent teal color, which indicates that there is an invisible button there. The teal color will not display when you export your banner ad.

If you are using ActionScript 2.0:

Note: You can set the Script for your file in Publish Settings.

Go to your Actions window, then click the transparent teal button once. Flash will indicate that you are editing the script on the button by renaming the Actions tab to Actions - Button and displaying clickTAG_button at the bottom, as shown to the right.



Insert this code into the Actions window:

```
on (release) {
        getURL (clickTAG,"_blank");
}
```

Please note that this code is case-sensitive.
You have successfully added your click-thru!

continued on the next page...

Comcast Banner Specs

Flash Click-Thru (continued)

If you are using ActionScript 3.0:

Note: You can set the Script for your file in Publish Settings.

Click on your transparent teal button. The Properties window will show information about the button, such as its name and size.

Objects on your stage in Flash are just copies, or instances, of objects in your library. You will need to give your clickTAG_button an instance name.

Click the box at the top that says <Instance Name> and call it clickTAG_button_instance .

Add a new layer above the rest and call it clickTAG_Actions . You will put only the click tag code on this layer. Click on the first frame of the clickTAG_Actions layer, then go to the Actions window.

Insert this code into the Actions window:

```
clickTAG_button_instance.addEventListener(MouseEvent.CLICK, clickTAG_function);

function clickTAG_function(e:MouseEvent)
{
	var clickTAG:String=loaderInfo.parameters.clickTAG;

	if ((clickTAG.substr(0, 5) == "http:") || (clickTAG.substr(0, 6) == "https:"))
	{
		var req:URLRequest=new URLRequest(clickTAG);
		navigateToURL(req, "_blank");
	}
}
```

Please note that this code is case-sensitive.
You have successfully added your click-thru!

continued on the next page...

Comcast Banner Specs

Flash Click-Thru (continued)

Multiple Click-Thrus

Each banner ad can have a maximum of six click-thrus . Individual click-thrus will not be tracked separately; reporting will only show one number that represents total clicks.

Please be sure to tell us which link each click-thru will correspond to in Notepad or other text file.

For example:

clickTAG = http://www.comcast.net
clickTAG2 = http://www.comcastspotlight.com

Each click-thru will need to have its own button above the rest of the layers on the timeline. When adding the click tag code to each subsequent click-thru after the first click-thru, add the number after "clickTAG".

For example, in ActionScript 2.0:

2nd click-thru:

```
on (release) {
    getURL ( clickTAG2 ,"_blank");
}
```

3rd click-thru:

```
on (release) {
    getURL ( clickTAG3 ,"_blank");
}
```

Please note that the first click tag will always be clickTAG, never clickTAG1.